WHAT IS CLAIMED IS:

1. A method of applying adhesive to selected portions of one side of a web of wrapping material for smokers' products, comprising the steps of:

advancing the web lengthwise along a predetermined course;

placing first and second nozzles adjacent the one side of the web in a predetermined portion of said course;

establishing first and second sources respectively containing first and second flowable adhesives;

conveying adhesives from said first and second sources to said first and second nozzles; and

utilizing the first and second nozzles for the application of first and second adhesives to said selected portions of one side of the web in said course.

2. The method of claim 1, wherein said conveying step includes inducing the flow of first and second adhesives to the respective nozzles along discrete first and second paths.

3. The method of claim 1, wherein said utilizing

step includes intermittently applying at least one of the adhesives to the one side of the web in said course.

4. The method of claim 3, wherein said step of intermittently applying at least one of the adhesives includes regulating the flow of the at least one adhesive by a rotary valve.

5. The method of claim 1, wherein said conveying step includes utilizing at least one pump for each of the first and second adhesives.

6 The method of claim 1, wherein said conveying step includes conveying the first and second adhesives along discrete first and second paths, and further comprising the step of introducing at least one additive into the adhesive in at least one of the first and second paths.

7. A method of making rod-shaped smokers' products wherein a tubular envelope confines smokable material and at least a portion of the envelope consists of a section of a web one side of which is at least partially coated with at least one film of an adhesive, comprising the

steps of:

advancing the web lengthwise along a predetermined course;

establishing at least one source of flowable adhesive;

positioning an orifice of at least one nozzle adjacent a portion of said course at the one side of the web;

conveying adhesive along at least one path extending from the at least one source to the at least one nozzle; and

regulating the flow of adhesive in said path, including employing at least one rotary valve.

8. A method of making rod-shaped smokers' products wherein a tubular envelope confines a smokable material and at least a portion of the envelope consists of a section of a web one side of which is at least partially coated with at least one film of adhesive, comprising the steps of:

advancing the web lengthwise along a predetermined course;

positioning orifices of at least two nozzles adjacent a portion of said course at one side of the web;

establishing at least two sources of flowable adhesive; and

conveying flowable adhesive from each of the sources along a discrete path to a different one of said nozzles.

9. The method of claim 8, further comprising the step of maintaining the adhesives in said paths at different pressures.

10. As a novel article of manufacture, a rod-shaped smokable product including a smokable filler and a tubular envelope consisting at least in part of a section of a web having one side at least partially coated with at least one film of adhesive, said at least one film containing at least two different types of adhesive.

11. The product of claim 10, wherein at least one of said adhesive types consists at least in part of a combustion retarding material.

12. The product of claim 10, wherein at least one of said adhesive types contains at least one flavoring agent.

13. The product of claim 10, wherein the filler consists of cigarette tobacco and a filter mouthpiece.

14. The product of claim 10, wherein said section is a convoluted uniting band of tipping paper.

15. The product of claim 14, wherein the band has a first annular portion at least partially coated with adhesive containing at least one flavoring agent and a second, annular portion at least partially coated with adhesive consisting of or containing a combustion retarding material.